

Appeal 2008-2009



International Federation
of Red Cross and Red Crescent Societies

Middle East and North Africa Zone

Appeal No. MAA80003

Date: 14/12/2007

This appeal seeks 5,635,478 Swiss francs (USD 5,040,678 or EUR 3,415,441) to fund the planned programmes that are to be implemented in 2008-2009. The overall budget is 9,635,478 Swiss francs (USD 8,618,495 or EURO 5,839,683).

In a world of global challenges, continued poverty, inequity, and increasing vulnerability to disasters and disease, the International Federation with its global network, works to accomplish its Global Agenda, partnering with local community and civil society to prevent and alleviate human suffering from disasters, diseases and public health emergencies.



The Federation's support structure in MENA region: MENA zone office; two sub-zone offices in Tunis and Amman; seven country representation offices.

Current context

The Middle East and North Africa (MENA) region is well known for its chronic emergencies associated with deep-rooted conflicts as well as the more recent conflict in Iraq and its devastating impact on the civilian population and the surrounding countries. The MENA region is also known for its common aspirations based on a shared history, and cultural heritage; as well as for its diverse socio-economic conditions.

The International Federation works with its member National Societies to address the impact of such man-made disasters as well as to minimise the effects of natural disasters and public health emergencies. The International Federation supports the National Societies in the MENA region through strengthening the community based health programme components; focusing on disaster preparedness and risk reduction capacities of the vulnerable communities; and on the organizational development of the National Societies through capacity building and institutional development initiatives; as well as on promoting diversity and human dignity through the humanitarian values programmes.

The overall goal of the MENA Zone appeal is to contribute towards the achievement of the Global Agenda Goals. The strategy of the zone will be more focused on areas where the Red Cross/Red Crescent Societies can make a difference, on utilizing regional resources and expertise, and engaging the leaders of the National Societies in a strategic dialogue on humanitarian policies and practices. This strategy will capitalise on the lead role of the societies in each country of the region.

Programme summary

The MENA Zone appeal for 2008-2009 will focus on providing support and assistance to National Societies on the basis of the Global Agenda Goals. The appeal will ensure continuity of established activities and inspire innovation through a series of high level strategic dialogues.

The following programme components will be addressed in the next two years:

Global Agenda Goal 1: Reduce the number of deaths, injuries and impact from disasters.	
Program Key Component	Selected indicators
<ul style="list-style-type: none"> Improving disaster management planning; Improving disaster relief and preparedness capacities within a country level disaster management and risk reduction plan; Improving disaster response capacity; Improving community preparedness and ownership for risk reduction. 	<ul style="list-style-type: none"> An action plan to build the necessary capacities for a regional centre of excellence is agreed upon by the MENA National Societies and the Federation. All National Societies have updated contingency plans which are multi-sectoral (disaster preparedness and emergency health), community based and in line with their national role as an auxiliary to the government. The regional disaster management network will be strengthened and the enhanced knowledge and skill sharing will lead to reliable National Society focal points for exchange of best practices in the region.
Global Agenda Goal 2: Reduce the number of deaths, illnesses and impact from diseases and public health emergencies;	
Program Key Component	Selected indicators:
<ul style="list-style-type: none"> Improving health and care management planning; Improving capacities of National Societies to meet community health needs as a major civil society contributor to achieving country level MDGs; Improving capacity of National Societies to focus on delivery of priority health needs. 	<ul style="list-style-type: none"> MENA National Societies have developed/ adopted health and care strategy to complement the national health plan of the respective country. The regional health and care network will be established and the enhanced knowledge and skill sharing will lead to reliable National Society health and care focal points for exchange of best practices in the region. A significant increase of volunteers mobilized in each National Society to support delivery of health services for vulnerable population is recorded. Mapping of National Society health capacities and services was updated on annual base and used to market the National Society role as a reliable civil society member with access to communities. Community based first aid (CBFA) network addressed issues related to standardized training of volunteers and trainers and community based health. PSP regional network is established and a plan of action developed to implement the recommendations of the regional PSP conference. PSP regional network implemented the plan of action, by end of 2009. HIV and AIDS and infectious diseases network addressed issues related to planning, leadership, Global Agenda and Federation health and care strategy. Pandemic contingency plans are in place in targeted countries with cases of avian influenza.

Global Agenda Goal 3: Increase local community, civil society and RC/RC capacity to address the most urgent situations of vulnerability;	
Program Key Component	Selected indicators:
<ul style="list-style-type: none"> • Setting a shared vision and direction for the future to ensure that National Societies become reliable civil society partners; • Improving planning, performance, and accountability; • Delivering effective programmes and services; • Mobilising resources in support of National Society/Movement work. 	<ul style="list-style-type: none"> • By 2009, nine MENA National Societies have comprehensive strategic plans based on Global Agenda Goals, Strategy 2010 and in line with national and local needs based priorities with clear measurable impact indicators. • By 2009, eight MENA National Societies have strengthened their volunteer management systems, scaled up volunteer mobilization capacities and demonstrated measurable success in delivering community based services by 30 per cent. • By 2009, all MENA National Societies have demonstrated measurable success in strengthening their resource mobilization/development strategies including new partnerships with the private sector and non-traditional donors, raising an additional 30 per cent of resources locally. • By 2008, the MENA zone have conducted an Arabic language leadership training with all MENA National Societies ensuring the appropriate training in high level governance and management issues, legal base, Principles and Values, integrity and sharing of a common vision for MENA.
Global Agenda Goal 4: Promote respect for diversity and human dignity, and reduce intolerance, discrimination and social exclusion.	
Program Key Component	Selected indicators:
<ul style="list-style-type: none"> • Improving communication and advocacy for vulnerable and/or marginalized populations; • Improving National Societies information/ communication capacities to strengthen the image of Movement and Red Cross Red Crescent brand, including humanitarian principles and values in the region; • Improving gender awareness and mainstreaming. 	<ul style="list-style-type: none"> • By 2009, six National Societies have increased their representation of women in governance and management by 25 per cent. • By 2009, at least four National Societies have advocacy and communications plans to actively promote humanitarian values and selected areas of support to for diversity and human rights issues. • By 2009, the gender website will be an active forum of exchange and sharing of best practices as measured in visits to the site; • By 2009, at least five National Societies have adopted a Plan of Action on migration in coordination with their governments. • BY 2008, an appeal will be launched for North Africa to support National Society migration activities. • By 2009, a MENA wide communications strategy will be in place based on a strengthened network of active National Society communicators and a strong partnership agreement with at least two regional news outlets and with a focus on humanitarian values stories. • BY 2009, all MENA National Societies will have a functioning information/communication office with

	professionals who can implement regional and national information, advocacy and resource mobilization /branding campaigns, measured by the amount of media hits and additional funding raised.
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Needs

The table presents the financial needs to fund the planned programmes for 2008-2009. The total budget columns show the total cost of implementing each programme, while the required columns show the part of the total programme budget which the Federation is appealing for.

Programmes	2008 budget in CHF		2009 budget in CHF		Total budget in CHF	
	Total Budget	Required	Total Budget	Required	Total Budget	Required
Disaster Management	1,426,067	926,067	1,399,905	899,905	2,825,973	1,825,973
Health and Care	1,449,270	949,270	1,494,006	994,006	2,943,277	1,943,277
Capacity Development/Organizational Development	1,177,554	677,554	1,183,036	683,036	2,360,589	1,360,589
Principles and Values/Humanitarian Values	635,693	135,693	648,373	148,373	1,284,065	284,065
Coordination	112,406	112,406	109,168	109,168	221,574	221,574
Total	4,800,990	2,800,990	4,834,488	2,834,488	9,635,478	5,635,478

Working in partnership

All activities have been designed in consultation with the National Societies, and will be carried out in close cooperation with them. At country level, the respective National Society will work closely with the national authorities and branches will ensure the involvement of the local authorities and community organizations in the implementation of programme.

The Zone office will host regular meetings for information sharing and coordination between the National Societies, zone programme coordinators and other agencies concerned to ensure maximum effectiveness of programme interventions. One of the main priorities for 2008 is to build on the interest expressed by Gulf Red Crescent societies to be more involved in current approaches to humanitarian action. The MENA zone office will also work closely with partner National Societies working and supporting the Federation in the MENA region, and will hold regular consultations on strategic issues and priorities.

How we work	
<i>All International Federation assistance seeks to adhere to the Code of Conduct and is committed to the Humanitarian Charter and Minimum Standards in Disaster Response (Sphere) in delivering quality and accountable assistance to the most vulnerable. For support to or for further information concerning Federation programmes or operations in this or other countries, or for a full description of the national society profile, please access the Federation's website at http://www.ifrc.org</i>	
The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".	Global Agenda Goals: <ul style="list-style-type: none">• Reduce the numbers of deaths, injuries and impact from disasters.• Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.• Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.• Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.
Contact information	
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[Click to access the detailed 2008-2009 plan; planning and resource summary matrix; budget summary](#)